



PRODUCT BRIEF

RUDOLF DASSLER LEGACY COLLECTION

Sports company PUMA celebrates the legacy of company founder in the debut Rudolf Dassler Legacy Collection, featuring the classics of yesterday that continue to remain the classics of today and tomorrow. A selection of PUMA's most iconic silhouettes from the track, the court, and the streets were brought back from the PUMA Archive and revamped for this lifestyle collection, all crafted with premium leathers.

Oslo City

374875



The **Oslo** was introduced as a training shoe during the 1952 Olympic Games in Oslo and named accordingly to the host city. The shoe went through a couple of changes over time, and a few versions later, it arrived in its 1968 iteration, which we re-release for this collection as the **Oslo City**. Originally designed as an all-purpose trainer suited to indoor sports such as handball, volleyball and badminton, they today provide a casual yet sporty look for the streets. Details like the iconic textured PUMA Contact sole No. II, the suede formstrip, and the t-toe overlay round off the shoe and make it a favorite among collectors. This timeless design and silhouette have stood the test of time, re-released for this collection in white premium leathers and accented with a blue textile tongue. The shoe includes original branding and a gold metal trinket with the original Rudolf Dassler branding.

ISD: June 1st, 2020

PRODUCT IMAGES:

<https://puma.sharepoint.com/:f:/s/502112/Evp4bxYXEItEi8UOpIQEZRsB5X1dvBwNK-dSLXgBE5llcg?e=JsgZZg>

TRACKING:

https://puma.sharepoint.com/sites/502112/Shared%20Documents/Sportstyle/AW20/AW20_Coverage%20Tracker

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Roma '68

374881



The **Roma** debuted in 1958 as a track and field shoe. In 1968, the shoe was remodelled as a training shoe. Later, in the 1980s, it was established as a favorite among the soccer casuals and has continued to maintain popularity through the years. It features a reinforced heel to provide extra comfort and is re-released here in white premium leathers and accented with colored textile tongue in green. The shoe includes original branding and a gold metal trinket with the original Rudolf Dassler branding.

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PRODUCT IMAGES:

https://puma.sharepoint.com/:f/s/502112/EhB-vFh27_ILIRLTS9DA1XgBWBtMV2UZKe_NfQGMpRJHjg?e=e1drv3

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Capri

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The **Capri** was created in 1973 as a casual shoe for sailing. With a vulcanized midsole and two ventilation holes on the medial side, the Capri stays true to its heritage, while logo placement and execution have been modernized and enriched with an embroidery on the lower part of the heel. Re-released in white premium leather and accented with a red textile tongue, the shoe includes original branding and a gold metal trinket with the original Rudolf Dassler branding.

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PRODUCT IMAGES:

<https://puma.sharepoint.com/:f:/s/502112/EvhZn83YYZlHnjtWunO7vrABYud-60-ZTvE15VRuFTirHw?e=r87UQb>

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Mirage OG

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The **Mirage** began in the 1970s as a track and field shoe and was reimagined in 1992 as a jogging and leisure shoe, appreciated by runners for its stability, comfortable foam and lightweight design. Today, PUMA reissues this iconic style from its archive as a one to one of the 90s **Mirage OG** in white premium leathers accented with a blue textile tongue. The shoe includes original branding and a gold metal trinket with the original Rudolf Dassler branding.

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PRODUCT IMAGES:

<https://puma.sharepoint.com/:f/s/502112/EjP6OXtsWEIAIjMfQeJouoBqSplZB2XTQEpE7IXJLaIHg?e=s3A5ES>

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Fast Rider

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The **Fast Rider** was developed by the son of founder Rudolf Dassler, Armin A. Dassler, in the 1980s. Originally a jogging shoe, it was designed with famous Federbein sole, known for its cushioning properties. The **Fast Rider** is re-released with the same design and comfort in mind, in white premium leathers and accented with a red textile tongue. The shoe includes original branding and a gold metal trinket with the original Rudolf Dassler branding.

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<https://puma.sharepoint.com/:f/s/502112/En1pZPhbmjRJhKYN49xC3SsBdYdw-WoD6jBT5fDgUim3KQ?e=okteZf>

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Ralph Sampson Mid

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The **Ralph Sampson Mid** was the signature basketball shoe of Hall-of-Famer Ralph Sampson, who played most of his NBA career with the Houston Rockets in the 1980s. He gained a reputation becoming a four-time All-Star, NBA rookie of the year and the MVP of the All-Star game. Upon its release in 1985, the shoe was at the top of the technological ladder. Today it is celebrated for its clean and classic look. Once an icon on the court, the shoe is now a leader in fashion and street style. Here it is re-released in white premium leathers and accented with a red textile tongue. The shoe includes original branding and a gold metal trinket with the original Rudolf Dassler branding.

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PRODUCT IMAGES:

<https://puma.sharepoint.com/:f:/s/502112/EiecdXRnwo9CnKyMP2wpWuwBqid1X9o4alZoi6iLQhueiw?e=b5X5Hu>

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Sky Lo LX

374878



In a time when it was all about rocking a unique pair of sneakers and being ahead of the game, the Sky LX stood out. Represented on the streets of New York by sneakerheads and streetball players alike and endorsed by several players in the NBA and the college league, the Sky LX became one of the most coveted sneakers of its time when it was introduced in 1984. Today, the Sky LX is made for a new generation of sneaker enthusiasts in a clean low-cut version. Equally praised for its comfort and style, in the 80's and today, the shoe is re-released in white premium leathers and accented with a blue textile tongue. The shoes include original branding and a gold metal trinket with the original Rudolf Dassler branding.

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PRODUCT IMAGES:

https://puma.sharepoint.com/:f:/s/502112/EvOmyCaFz1JNg5WLuJ25BD0B61TvSXJQD756Ba_1aiuFEQ?e=lb9wqm

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Ralph Sampson Lo

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Ralph Sampson gained a reputation in basketball, becoming a four-time All-Star, NBA rookie of the year and the MVP of the All-Star game. The iconic Ralph Sampson shoe debuted with PUMA in 1985. To celebrate this exceptional athlete, PUMA created a low version of his iconic shoe, in a clean, classic design. The Ralph Sampson Lo is re-released for this collection in white premium leather and accented with a green textile tongue. The shoe includes original branding and a gold metal trinket with the original Rudolf Dassler branding.

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https://puma.sharepoint.com/:f:/s/502112/Erls8LBjkJhEI7y2_yvsGfgBKcnZwAEvNOsTJICAtuie_w?e=dU5oHe

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###

Sky Mid LX

374879



In the 1980s when it was all about rocking a unique pair of sneakers and being ahead of the game, the Sky LX stood out. Represented on the streets of New York by sneakerheads and streetball players alike and endorsed by several players in the NBA and the college league, the Sky LX became one of the most coveted sneakers of its time upon its release in 1984. Equally praised for its comfort and style, in the 80's and today, the shoe is re-released in white premium leathers and accented with a yellow textile tongue. The shoe includes original branding and a gold metal trinket with the original Rudolf Dassler branding.

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https://puma.sharepoint.com/:f/s/502112/EmdJ5vu2XnRNjYKMOtpcgrYBITbbv_i-AbLvYYbo9j8mTQ?e=HA2mIJ

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